

Macworld

For Immediate Release

Macworld Magazine and Aspyr Media Co-host Mac Industry Bowling Competition to Benefit San Francisco Public School

-- Record Number of Top Mac Companies Compete Just as Fiercely Outside The Office For a Worthy Common Cause --

SAN FRANCISCO, Calif., January 12, 2005 - Mac Publishing's *Macworld* and Aspyr Media, Inc. tonight co-host the sixth annual MacBowl, a Macintosh industry bowling competition and benefit event to support the computer lab in an at-risk San Francisco elementary school. A record number of top Macintosh industry companies compete tonight for the MacBowl honors and raise over \$27,000 in cash and equipment for the computer lab at Marshall Elementary School in San Francisco.

Tonight's competing companies include co-hosts Macworld magazine and Aspyr, along with Apple Computer, Allume, ATI, DLO, Griffin, Logitech, MacSoft, Microsoft, OtherWorld Computing, Roxio/Sonic, and Software MacKiev, among others all trying to unseat the reigning champions, Microsoft. Epson and Elgato are also contributing to support the MacBowl fund.

The 2006 MacBowl takes place tonight at six o'clock pm, at the Yerba Bowling Center in San Francisco, in conjunction with the Macworld Conference and Expo 2006. This year's MacBowl beneficiary, Marshall Elementary School, was carefully selected with cooperation with the San Francisco Unified School District Office.

"Mac Publishing covers the entire Mac Industry, and tonight we put them in the same room for a worthy cause," said Jason Snell, editorial director, Mac Publishing.

"Companies in the Mac community often compete fiercely. The same competitive, fun

spirit comes with them to the bowling alley. No matter who takes home the trophy, the real winners are the kids at Marshall."

"Asypr is all about big fun and aiming high toward that next challenge," said Michael Rogers, president of Aspyr Media. "MacBowl allows us to bring our approach to a fun event for the Mac industry while addressing the serious business of helping the local community. We enjoy exercising a little healthy competition and good times with our friends to go with the our real world impact."

In the previous five years, San Francisco's schools have received nearly \$95,000 in high-end Mac computers, software and peripherals through the generous support of MacBowl's participants. These sponsorships make possible not only the realization of the fundraising goal, but also establishes a program where under-privileged, at-risk student received training and access to the latest and best technologies.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing, LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

More information on Mac Publishing, LLC and IDG can be found on the Internet at www.macworld.com and www.idg.com.

About Aspyr Media Inc.

Aspyr Media Inc., based in Austin, TX is an established publisher of interactive entertainment software. Aspyr is a leading publisher of Macintosh, PC, and Game Boy Advance games, as well as DVD and audio CDs. Aspyr is committed to delivering high quality entertainment products to consumers worldwide. More information on Aspyr and their line of products can be found on the Internet at <http://www.aspyr.com>.

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